

March 2003

## **Tobacco Facts**

In Washington,  
tobacco-related diseases  
kill 8,300 people a year.

Washington spends  
\$1.5 billion each year in  
health care costs resulting  
from tobacco use.

## **Toll-Free Quit Line Numbers**

1-877-270-STOP  
1-877-2 NO FUME  
1-877-777-6534 (Hearing  
Impaired)

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# **Tobacco Prevention and Control Program**

Tobacco is the leading cause of preventable death in the United States. Every year, tobacco claims more lives than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined. Preventing children from becoming addicted to tobacco and helping adults quit are the Washington State Department of Health's top priorities. Recognizing that it will take a coordinated, long-term effort to reduce tobacco use, the department launched the Tobacco Prevention and Control Program in July 2000. In cooperation with advocate groups and local health officials, the program has developed a comprehensive approach to preventing tobacco use among residents, young and old.

### **Community-based programs**

The Tobacco Prevention and Control Program provides funding and support to local health departments and tribes to help them plan, implement, and evaluate tobacco prevention and control activities tailored to meet their needs. The program supports local efforts to train and mobilize youth as tobacco prevention leaders, peer educators, and advocates. In addition, a Cross Cultural Workgroup on Tobacco is developing a strategic plan to expand the department's outreach to populations with high rates of tobacco use.

### **School-based programs**

Washington's anti-tobacco program for schools involves students in grades 5-9, educational service districts, teachers and school staff, families, local government, and community organizations. The state program provides funding for schools to implement a comprehensive set of activities that include improving and enforcing tobacco-free school policies, establishing stop smoking programs for students, implementing research-based curricula, training teachers and staff, providing information to families, and planning community activities to serve and involve youth.

### **Helping people quit**

The Tobacco Quit Line provides Washington residents with a free service to help them quit tobacco. Since opening, the quit line provided one-on-one counseling, referrals to local stop smoking programs, and tobacco quit kits to more than 30,000 callers. Potential callers can learn more about the quit line by visiting the Web site [quitline.com](http://quitline.com). The program works with insurance companies to include coverage for smoking cessation in their benefit plans, and trains doctors and nurses to help their patients quit smoking. In 2003, the program will train 1,200 health care providers serving low-income pregnant women to show their clients how to improve their babies' health by quitting smoking and eliminating secondhand smoke in their homes.

## **Tobacco Program Budget**

The Tobacco Prevention and Control Program is funded primarily by money received as Washington's share of the national settlement with the major tobacco companies and supplemented by funds from a 2002 increase in the state tobacco sales tax and federal funds.

The program budget for the 2003 fiscal year is more than \$29 million.

For more information on tobacco prevention:  
[www.doh.wa.gov/tobacco/](http://www.doh.wa.gov/tobacco/)

Find out more about the tobacco quit line at  
[quitline.com](http://quitline.com)

For more information on secondhand smoke:  
[www.secondhandsmokesyou.com](http://www.secondhandsmokesyou.com)

Visit our youth Web site:  
[www.UnfilteredTV.com](http://www.UnfilteredTV.com)

### **Public awareness**

The program's aggressive advertising campaign sends a clear message to Washington youth about the harsh reality of tobacco use and the damage it causes. The campaign consists of television and radio ads, billboards, and ads on buses, at music concerts, and in shopping malls. The program conducts a similar campaign aimed at adults to promote use of the state's tobacco quit line. Additionally, the program operates UnfilteredTV.com, a cutting-edge Web site to educate youth about the dangers of tobacco use. It features the innovative, reality show *Unfiltered*, a look at teens trying to quit tobacco use during an event-filled and educational weekend in Seattle.

### **Policy and enforcement**

Working closely with the Office of Attorney General, the Liquor Control Board, local law enforcement, and other partners, Washington is expanding its statewide program to educate retailers, monitor retailer sales of tobacco to minors, and enforce state and federal laws restricting tobacco sales to minors.

### **Evaluation**

The Department of Health conducts regular surveys to collect information on tobacco use and knowledge and beliefs about tobacco among adults and youth in Washington state. By comparing survey results to baseline survey data collected before it initiated its comprehensive tobacco program, the department is able to measure program progress. To get a clear picture of activities conducted by its local partners, the program developed CATALYST, an innovative web-based reporting system. CATALYST allows local users to record their tobacco prevention activities, track their progress, and share ideas with other local groups about which prevention activities are successful and why.